

North West Coast & King Island Integrated Cooperation Marketing Strategy

Room – Product – Experience Bank

Additional Contribution to the North West Coast Zone Integrated Cooperative Marketing Strategy

The Cradle Coast Authority requests that all operators consider contributing to the “Room, Product and Experience Bank” to support the many campaigns that have been highlighted in the Integrated Cooperative Marketing Strategy.

Contribution of accommodation, meals, services and experiences will be used to support marketing initiatives including (but not limited to) the visiting Journalist and Trade program, competitions on line and in print media, photo shoots and the proposed intrastate campaign.

Participation in this program is not dependent on participation in the Integrated Cooperative Marketing Strategy including marketing packages or advertising in the Holiday Planners or Visitor Guides.

All operators will be advised in advance of use of contributed product.

To support this product bank please fill out the attached details and return the form to the Cradle Coast Authority

I agree to contribute the following services and/or experiences to the Zone Marketing Group to use at its discretion to support the Integrated Marketing Strategy.

(Accommodation, Meals, entry to attractions etc)

1.

2.

3.

Business Name:

Signature:

Conditions Associated to Contribution (dates, times etc):

Retail Value of contribution: \$

It is preferred that this contribution be provided Free of Charge to the Cradle Coast Authority and the zone marketing groups. If you are unable to provide this Free of Charge please confirm what level of discount you are able to provide.

Preferential use will be given to those who provide their products Free of Charge.

(Room – Product – Experience Bank to be held by the CCA on behalf of the Zone Marketing Groups)